



State of Washington
DEPARTMENT OF SOCIAL AND HEALTH SERVICES
PO Box 45811, Olympia WA 98504-5811

June 9, 2006

TO: All Potential Bidders

FROM: Sandra Elliot, RFP Coordinator
DSHS / Central Contract Services

SUBJECT: Amendment No. 2 – DSHS Responses to Bidders' Questions
Request for Proposal #0634-216
DSHS Internet Website Usability Study

The following DSHS Responses to Bidders' Questions received are issued as Amendment No. 2 to the Request for Proposal identified above and issued May 22, 2006.

Note: These DSHS Answers to Bidders' Questions may only explain or clarify some aspect that is already addressed in the RFP. But some of the answers may also supplement or change what was previously stated in the RFP, or in an exhibit.

Some of these responses make specific changes to language in the original solicitation document.

Therefore it is important that bidders review all questions and answers, and not just those that they may have submitted.

DSHS Request for Proposal # 0634-216 Amendment 2

Bidder Questions/DSHS Answers

Q 1	We've noticed there are two titles for the project, 1)"DSHS Internet Website Usability Study" and 2)"DSHS Internet Website Redesign." Would you please clarify?
A 1	The title of the project is DSHS Internet Website Redesign. The name of the Request for Proposal is the DSHS Internet Website Usability Study. The usability study is one phase of the project.
Q 2	Could you please clarify the goals for contractor involvement? Are you primarily interested in conducting a usability test of the site or are you looking for a vendor to help you use the principles of user centered design to redesign the web site?
A 2	Both, conducting the usability testing and using the principles of the user centered design process transferring knowledge to DSHS staff through out the process.
Q 3	Could you please clarify the scope of the contractor involvement? Are the contractor's overall responsibilities mostly focused on UCD consulting and providing advice or is the contractor expected to be take the lead on graphic design, coding, template design, content management integration etc?
A 3	The scope of the contractor's involvement is providing usability training, conducting usability testing and using the principles of the user centered design process transferring knowledge to DSHS staff through out the process.
Q 4	Who will be responsible for developing the templates, coding the site, developing visual concepts for the site (graphic design) and integrating it with TeamSite?
A 4	DSHS staff.
Q 5	Could you give us a sense of the DSHS resources devoted to the project? Will there be a core team? If so, how much of their time will be devoted to the redesign? How many content contributors/editors will participate?

A 5	The resources devoted to the project include a core team of eight (8) individuals with time ranging from 10 (ten) to 60 (sixty) percent of their time dedicated to the project. There is also a group of 16 (sixteen) Subject Matter Experts assigned approximately 20 (twenty) percent of their time to the project.
Q 6	Will there be internal DSHS resources to help build prototypes of the site for the purpose of usability testing?
A 6	Yes.
Q 7	Who will handle content development for this project?
A 7	DSHS currently has an Internet presence and that will be the source of the content for the redesign.
Q 8	You've suggested a timeline of 11 months. What do you hope to accomplish within this timeline in terms of the site redesign, training etc.? Are you hoping to launch a redesigned site within this time frame?
A 8	DSHS anticipates launching a redesigned DSHS website with selected subject areas by June 30, 2007. After the launch, DSHS will continue to incorporate usability testing to all subject areas of the DSHS Internet Website. Within 90 days of the Contract start date, training should be completed.
Q 9	Are applications excluded from the scope of this project?
A 9	Yes.
Q 10	We are considering responding to your RFP but have a scheduling conflict with the RFP due date. We would like to respectfully request an extension of the schedule. Is this a possibility?
A 10	No.
Q 11	Given the number of questions we have generated regarding the RFP would you consider extending the question and answer period and perhaps do two rounds of questioning? We anticipate having additional questions as a result of your provided answers. This approach has worked very well on similar projects in the past.
A 11	No.
Q 12	Please describe the various stakeholders for this project.
A 12	All DSHS Administrations are project stakeholders. DSHS consists of an Executive Administration and five (5) Service Area Administrations. Each Administration has a presence on the DSHS Internet Website. DSHS also

	considers clients, site users, constituents, media and political entities to be project stakeholders.
Q 13	Is there a web steering committee? If so, will the web team be reporting to the steering committee throughout the redesign?
A 13	Yes, there is a Project Steering Committee composed of Executive Leaders. The project reports monthly to the Project Steering Committee through the life of the project.
Q 14	What type of training and experience in user-centered design and usability, if any, have web team members had?
A 14	DSHS training in usability and user centered design is limited. There have been team members who have observed usability studies and / or participated as a user in a usability study. DSHS has not provided formal training.
Q 15	On page 21, section 1.1.1 differentiates between group and individual classroom training. Could you please clarify?
A 15	Group classroom training as requested in Section C.1 through C.1.4 is for a block of approximately 24 slots. DSHS requests the cost for individual classroom training in the event of future staff training needs.
Q 16	Could you please clarify what you mean by the following class room training requirements: a. Research to effectively apply exploratory research to a user-centered design b. User-centered analysis and conceptual design to learn methods of effectively analyzing user-centered requirements and build user-centered conceptual design
A 16	a. This requirement defines the process to find research previously conducted on user centered design and its application to the design of user friendly web sites. It also covers the process to conduct research and interpret the findings on website use. For example, statistics, trends, user behavior. b. This requirement defines the process to analyze user centered requirements, create user profiles, gather data and create a strategy for user friendly website design.
Q 17	What are your expectations for the length of the classroom training? Are you expecting the contractor to cover all 4 of the subjects in a one-day class?
A 17	DSHS anticipates a 10 (ten) day training curriculum to cover the four (4) subject areas. The training schedule is not expected to be 10 consecutive days.

Q 18	Is DSHS interested in any writing for the web courses?
A 18	No.
Q 19	On page 3, the RFP states that the trainings should be scheduled in two tracks with groups of approximately 12 participants? Please explain why you prefer 2 tracks of 12 as opposed to 1 track of 24?
A 19	The two tracks will provide scheduling flexibility for staff to attend the training.
Q 20	What percentage of the available budget for this project does DSHS want to spend on classroom training?
A 20	DSHS has budgeted an amount not to exceed \$200,000 for this project. We are asking the bidder for a cost estimate to include all services requested including training.
Q 21	We noticed you have posted a survey to your site. What has the response rate from this survey been?
A 21	Approximately 600 (six-hundred) responses over 18 (eighteen) months.
Q 22	Page 3 of the RFP states that "DSHS will use the usability test results to redesign the website." Are you anticipating conducting only one usability test?
A 22	No.
Q 23	Should the vendor include costs for recruitment of users for the purpose of usability testing?
A 23	Yes.
Q 24	Is DSHS planning on interviewing users?
A 24	Yes.
Q 25	Will DSHS be able to provide honorariums for users that participate in UCD activities such as usability testing and card sorting?
A25	<p>If DSHS determines honorariums will be paid to user testing participants, such payment will be made directly to participant and should not be part of the Cost Proposal.</p> <p>The following language is added to the original solicitation document: Section III Cost Proposal G. 2. Propose the number of user testers needed and a nominal honorarium for user participation. Do not include this information in your cost proposal calculations.</p>

Q 26	Has DSHS done any work on business analysis for the site? If so, what are the business goals and how will they be measured?
A 26	No. Under Section 1, subsection C., item 2. 2.1, DSHS is requesting to establish baseline data on the usability of the DSHS Internet Website for future comparison.
Q 27	What data, if any, have you collected about your web users?
A 27	Survey results, WebTrends reporting system and webmaster questions.
Q 28	Does the agency have any user data available from customer support, a phone center or other sources?
A 28	Webmaster questions.
Q 29	On page 6, the RFP states that the proposed team lead must possess Usability Analyst certification? Could you tell us more about this certification? Are you referring to proprietary certification from a usability firm (potential bidder)? If so, this seems like a conflict of interest. Can DSHS waive this requirement if sufficient qualifications can be presented?
A 29	<p>Section 1, subsection D, item 1.3 is changed to read: “The proposed team lead <u>should</u> possess Usability Analyst Certification or User-Centered Design Certification.</p> <p>DSHS reserves the right to accept an advanced degree from a university certified by a Regional Accrediting Agency recognized by the US Department of Education in place of certification, but will require proof of coursework or a concentration in the area of user-centered design.</p>
Q 30	Would a master’s degree in technical communication or communication with a focus on UCD be a reasonable substitute for the usability analyst certification?
A 30	<p>Section 1, subsection D, item 1.3 is changed to read: “The proposed team lead <u>should</u> possess Usability Analyst Certification or User-Centered Design Certification.</p> <p>DSHS reserves the right to accept an advanced degree from a university certified by a Regional Accrediting Agency recognized by the US Department of Education in place of certification, but will require proof of coursework or a concentration in the area of user-centered design.</p>
Q 31	Is there a page limit for the entire proposal? We did notice the page restrictions for the Technical proposal and the individual resumes.
A 31	No. The only restriction is on the Technical proposal and on the individual resumes.

Q 32	Page 18 – section E describes the requirements for the technical proposal. There is an introductory paragraph of text that asks for items including a staffing plan, a project outline, a list of proposed service deliverables and timeline.” Then there is a separate section below which asks to describe methodology and quality assurance methods that demonstrate the firm’s ability to provide the 4 service deliverables. We’re not sure what your exact requirements are for this section. Would you like an overall work plan for the redesign, including a time line, description of methodology, a list of deliverables or would you like us to just provide descriptions that correspond to each of the service deliverables (section E1, E2 etc)? Please clarify.
A 32	DSHS is requesting both: A general approach for all project activities, and the <u>specific</u> methodology and quality assurance methods on each of the five (5) service deliverables.
Q 33	Section E: asks for a staffing plan and so does section F. Do you require 2 staffing plans?
A 33	No. Only one staffing plan is required.
Q 34	Section E asks for a project outline. What do you mean by that?
A 34	DSHS is asking for a high level project plan including timeframes and milestones.
Q 35	Section E requires a number of descriptions – section E1 through 6. The last section (E 6) just states “Overall approach.” Could you please clarify your requirements for this item?
A 35	In Section III, subsection E, items 1 through 5, DSHS is asking for the approach on specific deliverables. Item 6 asks for the overall approach which is a comprehensive view to the entire project.
Q 36	We would like to request some clarification on what you need for section F. The RFP indicates that you want a section for both Company Experience and Qualifications and Individual Experience and Qualifications. If the persons work for the same company, do you want us to duplicate the Company Experience and Qualifications section for each person?
A 36	Yes, DSHS is requesting both. The individuals experience may differ from the company's experience.
Q 37	You specify that you would like a resume for each key proposed team member and that each resume should detail experience with the required skills in section I.D. Could we provide this information in a common table for all team members and specify the number of years of experience with each respective skills? For example.

	<table><tr><td></td><td>Person a</td><td>Person b</td><td>Person c</td><td>Person d</td></tr><tr><td>Usability Professionals' Association membership</td><td></td><td></td><td></td><td></td></tr><tr><td>Knowledge of W3C</td><td></td><td></td><td></td><td></td></tr><tr><td>Usability Analyst Certification</td><td></td><td></td><td></td><td></td></tr><tr><td>Web Usability Testing Skills</td><td></td><td></td><td></td><td></td></tr></table>		Person a	Person b	Person c	Person d	Usability Professionals' Association membership					Knowledge of W3C					Usability Analyst Certification					Web Usability Testing Skills				
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A 37	The above table could be provided as a summary of individuals' experience, but resumes of the proposed team members are still required.																									
Q 38	On page 24 of the RFP section E asks for Bidders and Staff Reference Checks. Should the 3 references be included with the initial response to the RFP or will it be requested later if we are considered as a finalist? If you would like us to include the references, in which section of the binder should they be placed?																									
A 38	References should be included with the proposals. References should be placed in "Section 3: Management / Experience and Qualifications Proposal" of the binder.																									
Q 39	Please tell us more about DSHS commitment to making the site accessible. What are your accessibility requirements?																									
A 39	DSHS Internet subsites must meet the current Web Content Accessibility Guidelines 1.0 (WCAG) Priority Checklist checkpoints.																									
Q 40	Will you be conducting accessibility testing?																									
A 40	Yes, DSHS staff will conduct accessibility testing.																									
Q 41	Is the agency interested in incorporating a site wide search engine on the redesigned site?																									
A 41	DSHS plans to continue using the current search engine on the redesigned site.																									
Q 42	We noticed that the web site is very large and consists of a number of different sub-sites. What is the scope of this project? Will all program web sites be included in the redesign?																									
A 42	Subject or content areas to be included will be determined by the usability study. It is not anticipated that the entire DSHS Website will be included in the initial release. It is anticipated that usability testing will continue after																									

	the launch of the redesigned DSHS Website.
Q 43	Will a UPA membership number suffice as proof of membership?
A 43	Yes, a current UPA membership number will suffice as proof of membership.
Q 44	Besides TeamSite, which tools is DSHS using for web site development?
A 44	Various content editors are currently in use. The redesign is only of the static content areas. TeamSite is currently being used as a content store and deployment tool. The coding of the redesign will be done using the TeamSite templating solution.
Q 45	On page 8 Section A under Procurement Contact Information the RFP states, "Any communication directed to DSHS staff, <u>or its consultant</u> , other than the RFP Coordinator. . . ." whom is the consultant you are referring to? Is DSHS already working with a usability/UCD contractor?
A 45	No.
Q 46	Technical Proposal: It seems that a description of our methodology including quality assurance for all 17 distinct usability/project issues requested in E2 (as well as the other requested descriptions) will be difficult to keep within the page restrictions of the Technical Proposal. Could you describe your expectations for these descriptions?
A 46	In Section III, subsection E, items 1 through 5, DSHS is asking for the approach on specific deliverables. Item 6 asks for the overall approach which is a comprehensive view to the entire project.
Q 47	Section I. Introduction A. Purpose of Request for Proposal "Objective 4 – Provide approximately 20 hours per month of consulting services on usability testing through the life of the contract outside objective 1 through objective 3." Is this consulting service to be provided by someone that is working onsite or virtual?
A 47	The location of the requested approximately 20 hours per month of consulting services will be negotiated at the time of contract negotiations.
Q 48	Section I. Introduction B. Background "A major part of the redesign effort is to coordinate and facilitate "usability studies" with our customers and standardize and centralize Web content using the Interwoven TeamSite Content Management System (CMS)." How does the Interwoven TeamSite Content Management System (CMS) relate to the standardization and centralization of the Web content?

A 48	The TeamSite Content Management System provides DSHS with a centralized environment for static web content that can be updated by content providers using a templated solution.
Q 49	<p>Section I. Introduction</p> <p>C. Project Scope 1.4</p> <p>“DSHS prefers to have the Web usability classroom training in a block of approximately 24 slots so other agencies can purchase and attend the usability training. The training could be scheduled in two (2) tracks with groups of approximately twelve (12) individuals per track repeating the training track to meet our schedule needs.”</p> <p>Does “repeating the training track” include the addition of as many training sessions as DSHS requests? Would the selected contractor be required to travel to perform these training sessions?</p>
A 49	Yes, it the preference of DSHS for the training to be provided in two (2) tracks with groups of approximately 12 (twelve) individuals per track. The selected contractor will be required to be present to perform the training sessions.
Q 50	<p>Section I. Introduction</p> <p>C. Project Scope 1.4</p> <p>“DSHS at its own discretion may extend the contract for two (2) additional one year teams for future usability training.”</p> <p>Is this extension for the 20 hours/month of consulting or the entire usability training?</p>
A 50	DSHS at its own discretion may extend the contract for future Usability Training only.
Q 51	<p>Section I. Introduction D. Minimum Qualifications 1.3</p> <p>“<u>Usability Analyst Certification</u> – The proposed team <u>lead</u> must possess Usability Analyst certification.”</p> <p>Would a team lead possessing 20 years (including 10 years on federal government contracts) of experience in human factors and usability and a Ph.D. in Engineering Psychology meet this requirement?</p>
A 51	<p>Section 1, subsection D, item 1.3 is changed to read: “The proposed team <u>lead</u> should possess Usability Analyst Certification or User-Centered Design Certification.”</p> <p>DSHS reserves the right to accept an advanced degree from a university certified by a Regional Accrediting Agency recognized by the US Department of Education in place of certification, but will require proof of coursework or a concentration in the area of user-centered design.</p>

Q 52	Could you please amplify on what constitutes Industrial Insurance Coverage?
A 52	Industrial Insurance is workers compensation. In the State of Washington, this insurance is provided through the Department of Labor and Industries. No other options are available.
Q 53	Is the sample terms and conditions contract (Exhibit C) complete? It seems to be truncated at "Disputes.
A 53	Exhibit C, currently labeled "I. Disputes" is revised to read "7. Disputes" and is a new topic. The inclusion of a "Dispute" resolution process is optional at the discretion of DSHS.